

### **REMARKS**

In response to the Office Action, dated June 2, 2005, Applicants have modified the claims in this Amendment to more clearly define the invention. Applicants respectfully request reconsideration of the prior art rejections set forth by the Examiner under 35 U.S.C. §§ 102 & 103. Applicants submit that the references of record whether considered alone or in combination fail to either teach or suggest Applicants' presently claimed invention.

Applicants have modified the independent claims to clarify that the advertisement comprising the 2-D image is received and the 2-D image within the advertisement is identified based solely on its characteristics and at the user's end. Moreover, the 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object. The presently claimed invention is far superior to the present systems which require either require a central facility to provide cues or triggers for a user's system to replace an advertisement or systems which simply replace the original advertisement with another at the user's end.

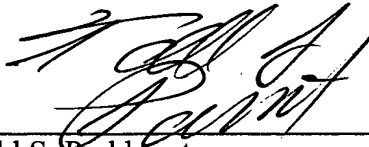
The references of record fail to teach or suggest these advances in the art. Rosser, U.S Patent No. 6,446,261, is directed to a system for targeted insertion of indicia in a video broadcast. See Abstract. Rosser is directed to a live video insertion system including an upstream part, a front end LVIS, which recognizes and generates occlusion mask and sends the same to a downstream set-top box (STB). The STB is capable of warping inserts to correctly match the current image and correctly mixing the warped insert and occlusion mask based on the information provided by the front end LVIS. Col. 3, lines 16-26. More

specifically, the front end LVIS system inserts information such as recognition and tracking parameters as well as all or any of a graphic or video for insertion into a vertical blanking interval or other appropriate cosignal. Col. 6, lines 49-58. The central facility may be responsible for inserting any or all of a graphic or video for later insertion by the downstream part of the LVSI. Col. 7, lines 5-10. The set-top user has the ability to strip-off, interpret and use the information mixed in with the video signal from the upstream LVIS. Col. 7, lines 34-38. More particularly, the STB uses the information generated by the recognition unit, the tracking unit, and the occlusion mask production unit of the upstream LVIS to perform seamless insertion of still, animated, and live video indicia into the video stream in a way that can make the inserted indicia appear to the end user as if it were part of the original scene. Col. 7, lines 38-45. Rosser neither teaches nor suggests the use of a user system such as, for example, a set-top box to identify 2-D images within an advertisement based on the images' characteristics and provide an enhanced advertisement with a 3-D highlighted image. Additionally, Rosser neither teaches nor suggests that the 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object. The reference of record simply fails to teach or suggest this advance in the art.

Applicant respectfully submits that all claims now stand in condition for allowance.

Appl. No. 09/782,896  
Amdt. Dated December 2, 2005  
Reply to Office Action of June 2, 2005

Respectfully submitted,



(Reg. # 26494)

Date: December 2, 2005

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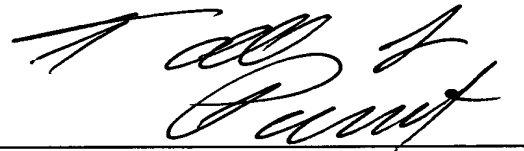
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I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail on December 2, 2005 in an envelope addressed to:

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A handwritten signature in black ink, appearing to read "T. J. R. R. R.", is written over a horizontal line.

Attorney for Applicants

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